

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
PEDESTRIAN WORKING GROUP AND THE
REGIONAL BICYCLE TASK FORCE

Tuesday, May 8, 2007 at 1:30 p.m.
MAG Office Building, Cholla Room
302 North First Avenue, Phoenix

MEMBERS ATTENDING

Tami Ryall, Gilbert, Chair, Regional Bicycle Task Force and Acting Chair of the Pedestrian Working Group	*Farhad Tavassoli, Goodyear
*Bruce Meyers, ADOA Gen. Services	Michael Cartsonis, Litchfield Park
Michael Sanders, ADOT	Peggy Rubach, Maricopa County
Brian Fellows, ADOT	Mitch Foy, Mesa
Michael Eagan, ASLA, Arizona Chapter	Brandon Forrey, Peoria
^Janeen Gaskins, Avondale	^Katherine Coles, Phoenix
*Thomas Chlebanowski, Buckeye	Srinivas Goundla, Phoenix
*Michael Normand, Chandler	Randi Alcott, RPTA
Bill Lazenby, Coalition of Arizona Bicyclists	Dawn Coomer, Scottsdale
^Mark Smith, El Mirage	Reed Kempton, Scottsdale
*Steve Hancock, Glendale	*Eric Iwersen, Tempe
	Bart Wingard, Surprise

*Members neither present nor represented by proxy.

^Attended via audio-conference

OTHERS PRESENT

Jim Coffman, Coffman Studio	Bruce Landis, Sprinkle Consulting
John Nadeau, Scottsdale	^Peyton McCloud, Sprinkle Consulting
Bob Dubsky, Luke AFB	Lynn Timmons, Phoenix
Betsy Turner, Valley Metro	

1. Call to Order

Brian Fellows called the meeting to order at 1:30 p.m.

2. Approval of the March 20, 2007 Meeting Minutes of the Pedestrian Working Group and the Regional Bicycle Task Force

Bill Lazenby moved to approve and Mitch Foy seconded the move to approve the meeting minutes of the Bicycle Task Force and Pedestrian Working Group for March 20, 2007.

Mitch Foy requested a change in the March 20, 2007 minutes. The City of Mesa has 195 miles of bike lanes.

3. Call to the Audience

An opportunity was provided to members of the public to address the Bicycle Task Force and the Pedestrian Working Group on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Members of the public were requested not to exceed a three minute time period for their comments. A total of 15 minutes was provided for the Call to the Audience agenda item, unless the Bicycle Task Force and the Pedestrian Working Group requests an exception to this limit. Please note that those wishing to comment on action agenda items were given an opportunity at the time the item was heard.

There were no members of the public present.

4. Staff and Member Agency Reports

Peggy Rubach distributed a 2007 County Department of Health, MCDOT and Air Quality Pilot Project Funding partnership transportation enhancement application.

Mitch Foy is doing a report for the Infrastructure Committee in Mesa. The report identifies the numbers of miles of bike lanes and paths within each city.

Reed Kempton noted that Scottsdale received the silver designation and Mesa received the bronze award from the League of American Bicyclists for Bicycle Friendly city.

Katherine Coles noted that the underpass at Camelback Road at 24th street opened last week.

5. Presentation on the MAG Regional Bikeway Master Plan

Jim Coffman explained the major revisions to the draft Bikeway Master Plan. The last revision incorporated comments and reorganized the chapters. There are two new policy recommendations that will be added to the document. One policy addresses at-grade mid-block crossings and the other policy addresses regional connectivity.

Bruce Landis noted that in the mid-block crossing chapter does not address the real need for the crossings in the region. He recommended that a paragraph should be inserted explaining the importance of this need. The challenges should be described. Tami Ryall suggested that this is a good idea to include this information. Janeen Gaskins and Mitch Foy agreed that this was appropriate.

Peggy Rubach suggested that the sentence “no regional guidance exists for mid-block crossings” should be eliminated and a note should address that the subject will be worked on in the future.

Peggy Rubach distributed three maps for the committee to review: The Regional Off Street System map; the Maricopa County Regional Trails system map; and the on-road map from the Regional Bicycle Plan. A new county map Planned Bicycle Facilities was also reviewed. The committee was asked which maps were preferred to be included in the Bikeway Master Plan.

Tami Ryall noted that the off-street system map doesn't indicate what is built and it makes it look like the trails all connect. Reed Kempton noted that the County plan is a comprehensive off-street trail plan. Peggy Rubach noted that improvements need to be added. Tami Ryall suggested that each committee member send a GIS map or marked map updates to Peggy Rubach. Brandon Forrey noted that Peoria is discussing the issue of bike lanes on collectors "where feasible" and this policy extends to new streets as well as retrofitting streets. Jim Coffman suggested that language address the interconnectivity and interrelationship of facilities in the region.

Michael Eagan suggested that the bike map be placed on the MAG web site.

Reed Kempton suggested the scoring system should eliminate points for bike lanes on collector streets. In the Project Evaluation Table, based on the quantity of policies, more points will be added. Bruce Landis noted that many collector streets become arterial streets. Reed Kempton would accept adding the words "if appropriate". Peggy Rubach noted that there are nine possibilities that would give the applicant three points.

6. Discussion on the Current Status and Potential Changes to Bicycle Safety Education Grant and Input on Next Year's Grant

Tami Ryall suggested that a subcommittee be formed to create ideas for the next bicycle education program. The following committee members volunteered to form that subcommittee: Tami Ryall, Brandon Forrey, Peggy Rubach, Eric Iwersen, Brian Fellows and Janeen Gaskins.

Betsy Turner gave a presentation of the Valley Metro Bicycle Safety Education program. The campaign objectives were to motivate people to wear bicycle helmets and ride on the right side of the road focusing on youth. There were Train the Trainer Workshops that included a Handbook developed by St. Joseph's Hospital/Barrow Neurological Institute, presentation tools (brain box and helmets), give-away items (reflectors, brain erasers and pencils). Betsy Turner reviewed the contents of the brain box. Over 1,800 helmets were distributed. There were four presentations done by the Coalition of Arizona Bicyclists as part of parental education at the worksite and six Transportation Coordinator Association meetings. Marketing and Public Relations included a kick off event at Chandler BMX Park, Transit Talk on Channel 11 and a four month television media buy on cable television including Discovery Kids, Fuel, Animal Planet and Nickelodeon.

Peggy Rubach noted that Phoenix Children's hospital may be interested in working with Valley Metro in the next campaign.

There were two psa's with Diamondback baseball players explaining the importance of wearing a helmet whether playing baseball or bicycling. Telemundo, the Hispanic channel, provided four opportunities to speak on the morning news shows.

Evaluation was another component of the education campaign. Wes Group did a Youth Focus Group for boys ages 9-14 and girls ages 14-17. There were 42 students participating. The results were: very few admitted they wore helmets many admitted that mother's made them wear it some would walk instead of wear a helmet the need to be accepted rose above safety.

The messages of helmet safety and dangers on not wearing helmets may resonate strongly among the younger kids. Parents of teens do not insist on wearing helmets and do not seem to think that it is very important. Teens would be more responsive to “testimonial” from teens who had direct experience. Teens want to see the dire consequences. YouTube, MySpace, chat rooms and home pages were the main places that teens would pay attention to the helmet messages.

More trainings will be conducted in the future. Betsy Turner suggested that trainings should be included in next year’s campaign, as well as Bike Rodeo kits, and bicycle safety checks.

Randi Alcott noted that Valley Metro was applying for an Enhancement Grant for funds to expanding marketing and public education. Peggy Rubach suggested that each city in the MAG region should support this public education grant for the region.

7. Meetings for 2007

All meetings will be on Tuesday in the Cholla Room at 1:30 p.m.

June 19, 2007

July 17, 2007

August 21, 2007

September 18, 2007

October 16, 2007

October 23, 2007 (optional)

November 20, 2007

December 18, 2007 NOON